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**Ideas for
Rural Areas
Development**

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JAN 8 - 1964

CURRENT SERIAL RECORDS



PROGRESS and PROFIT
in the

**LINCOLN
HILLS**

PA-608

FEDERAL EXTENSION SERVICE
U. S. DEPARTMENT OF AGRICULTURE



"We can either give up
and die,
or dig in
and live . . ."

. . . That's how people in Perry County, Indiana, on the Ohio River, felt after several factories had left the area.

But they recognized assets, too.

They had scenery and historical sites. They knew that new factories, plus recreation and tourists, were two major hopes for boosting their economy. This idea in only one county was a small start. But it soon grew into livewire, four-county area teamwork.

In 1961, folks in adjoining Perry, Spencer, Crawford and Harrison counties joined forces to form the Lincoln Hills area recreation-tourism committee.

After a year of teamwork on recreation, they formed one overall Rural Areas Development (RAD) committee. This group now coordinates total economic growth of the whole area, using services of the U.S. Department of Agriculture and other agencies as needed.



RAD committee members worked long hours.



Local people worked with government
on big development projects.



Government loan helped rebuild cabinet factory.
New jobs came with prospering business.



INDUSTRIAL GAINS

Here are some of the new Lincoln Hills developments since 1961:

- A \$2.4 million fiberboard plant employing 75 to 80 men, plus another 300 to 400 in part-time jobs gathering timber. Financing came from a \$1.5 million Area Redevelopment Administration (ARA) loan, \$365,000 in private capital and a \$535,000 loan from Southern Indiana Rural Electric Co-operative.

- A new airport in Perry County to create 470 new jobs in two industries depending heavily on air transport; financed by \$231,000 in grants and loans from Federal and State agencies.

- A 900-acre stone quarry, the entire \$1 million investment from private funds; 40 direct and 100 indirect jobs that should mean a \$900,000 yearly payroll.

- A new sandglass company to hire 35 men starting in September 1963.

- A furniture factory completed a \$1 million expansion.

- Seven municipal water systems, costing \$1.4 million, are being built or planned; they'll help bring in more industry as well as provide better water and fire protection to 1,100 existing homes, schools and businesses.

"I think Perry County has turned the corner now," says Mrs. Everett Clark, insurance office secretary and lifelong resident. Many folks feel all of Lincoln Hills is moving forward again.

All this did not just happen nor was it luck. Throughout the area people are aroused, active and going "all-out" to build their total economy. The spirit, patience and courage of the pioneering recreation-tourism committee have rubbed off onto folks over the whole region.

RECREATION GAINS

What's happened on recreation-tourism?

Since 1961 Lincoln Hills folks jointly have—

- Issued 100,000 picture folders dramatizing this land of Lincoln's boyhood plus other sights.

- Urged successfully that Lincoln's boyhood home farm in Spencer County be made a National Memorial.

- Succeeded in having U.S. Highway 460 named the Lincoln Heritage Trail through eight counties; special signs now mark the route.

- Helped gain the Cannelton and Mauckport bridges to be built across the Ohio River in a 115-mile stretch formerly without bridges.

- Staged their first Riverboat Festival with 15,000 attendance.

- Perhaps most valuable, stimulated two other area groups of 6 and 16 counties, plus the Indiana Legislature, to livelier tourist promotion work.

These are no miracles or accidents. With the same desire, ambition and hard work, people in many other communities can make as good, or better gains, depending on the resources and advantages they have to work with.

Family recreation is a dividend.





Watershed project brought irrigation for cash crops.

AGRICULTURE HAS MADE GAINS TOO

The stepped-up drive for new factories to provide added jobs . . . for recreation development to bring in tourists . . . has added new dimensions to the economy of the area. Of course, agriculture, biggest business in this section of Southern Indiana, has not been forgotten in the push for greater economic development. The improvement of farms and homes, increased production efficiency, conservation of soil and water, and the establishment of new market outlets mark some of the accomplishments in this important segment of the Lincoln Hills economy.

More jobs through conservation programs.



LOOKING TO THE FUTURE

Lincoln Hills people have ambitious plans. Among them—

... Fully develop a 123-acre industrial park (26 sites) now plotted. The park is located within one mile from a proposed cloverleaf on U.S. Interstate 64 now being built. Developer is the Harrison County rural electric cooperative.

... Make a ground water survey to locate best sources. Harrison County has a giant spring, 60 feet across, bubbling millions of gallons daily. Are there other such huge sources?

... Finish a zoning study on best land use in Harrison County; the other three counties may do likewise.

... Hope to build a 3,300-acre multi-purpose lake in Perry County to provide recreation for eight adjoining counties.

... Finish constructing another multi-purpose lake, 1,800 acres in Crawford County, by late 1965.

... Help get all 175 miles of the Lincoln Heritage Trail through Kentucky-Indiana-Illinois named and marked with special signs. The three governors have already discussed this plan. Industry has furnished 300,000 folders and extensive national advertising.

... Develop 13 multi-purpose watersheds, to include recreational use. This is the Nation's first Resource Conservation and Development Project. Lincoln Hills RAD committeemen and USDA's Soil Conservation Service officials expect that these watersheds will create 2,250 new jobs to serve tourists, meaning \$5,400,000 more supplementary income each year from wages alone. More sales of gasoline, food, lodging, would boost income further.

... Convert more cropland to recreational use, as the Frederick Churchills are trying in Harrison County. Their farm has almost 2 miles of Big Blue River shoreline. They've already shifted about 40 of their 180 acres into boating-swimming-fishing facilities and place for pony rides. They expect to seed a picnic-baseball area, improve the road, add longer riding trails and maybe build a composite and fix up an old house to rent to summer vacationers. SCS, FHA, AISC and the Indiana Extension Service are cooperating in this pilot project.

What makes possible all these gains and plans? "Teamwork," declares G. M. Adams, an Indiana RAD coordinator with the Cooperative Extension Service. Many folks pitched in to rebuild the economic health of their communities... people like businessmen, farmers, doctors, bankers, elected officials, teachers, homemakers, and editors.

"If you don't go for teamwork, you might just as well forget RAD," says State Senator Robert O'Bannon, weekly newspaper editor and Harrison County RAD committee member.

Adds Bonker Blaine Wiseman: "Five years ago some people would say this was impossible," (progress in Harrison County). "But this is the best cooperation we've ever had between town and rural folks."

OBSTACLES AND ASSETS

As in parts of every State, Lincoln Hills people faced tough obstacles—almost no private investment capital, underemployment, many young people leaving the area and businessmen cautious about locating there.

Lincoln Hills people found some valuable assets, too: ample labor supply—hard-working people, stable, often semiskilled and in the prime working age group; a widespread get-up-and-go spirit; 5 million people living within a 200-mile radius.

They had a number of attractions to bring in tourist income "on wheels"—including a Lincoln Boyhood National Memorial; impressive views of the Ohio River; natural coves; and good hunting, fishing, boating and camping.

LINCOLN HILLS FOLKS USED THESE METHODS

To attract business and industry, community leaders gathered facts on available manpower, local capital, plant sites, municipal services and possible government loans and grants. Then they presented this picture personally and through folders to people seeking sites for prospective plants.

To attract tourists, Lincoln Hills folks used ordinary methods any group could try. Each year, picture folders cost \$1,600—\$400 per county. In 1962, Harrison Counties simply offered 167 persons and organizations the chance to pitch in \$1 to \$10 each. They did—to the tune of \$750. In 1963 they raised \$1,000 the same way.

Another measure—county extension offices act indirectly as tourist information centers and are listed this way on the picture folders. When visitors inquire, county agents refer them to persons who can answer their questions.

Crawford County people did their own brush-clearing so travelers can enjoy a finer view of the scenic Ohio River. They've also built picnic tables with their own time and money.

Exhibits helped. A 1962 State Fair display, prepared on only 5 weeks' notice from the State Conservation director, called statewide attention to the Lincoln Hills area. It was chosen for this venture because it had the only active area group promoting its attractions. The four counties shared the \$800 cost, built the booth and manned it for 3 days each with volunteers.

Legislators heard about tourist-recreation needs at a dinner. Lincoln Hills counties, with others, invited the lawmakers and shared the \$500 cost.

For whatever reasons—the dinner, picture folders, other factors—the Legislature boosted tourist promotion funds from \$8,000 to \$60,000 and directed that Lincoln Hills be marked as a vacation area on official Indiana State highway maps.

These gains peaked up two other groups. A six-county area in southeast Indiana, now operating, hopes to expand to 12 counties, while a former 16-county group in southwest Indiana is intensifying its efforts.

Building a 140-acre recreation lake.

Building the Cannelton Dam for navigation and flood control.

Volunteers maintain parking overlooks for tourists, above scenic Ohio River.

Businessmen helped advertise.

HELP
ADVERTISE
SCENIC
CRAWFORD CO.
PLATES ON SALE
FOR 25 EACH

Plans for new motel.

HOW ABOUT YOUR AREA



What are the possibilities in your area? You'll run into problems in developing your community just as Lincoln Hills did. For one thing, it takes time—they've been working hard for several years now.

Sometimes leaders can get too far ahead of other citizens. Competition is keen for factories and for tourist and recreation attractions. You need the best business judgment you can find to help manage a new tourist-recreation organization.

But the rewards can be great for your community, county and area. Your county extension agent can supply further details you may need to get your RAD community development program started. Representatives of the USDA agencies making up the technical action panels are always available to help, too.

Cooperative Extension Work:
United States Department of Agriculture and
State Land-Grant Colleges and Universities Cooperating.